

## WHAT IS CLAIMED IS:

1. A graphical representation of interaction between reservoirs comprising:
  - a plurality of reservoirs, each of the plurality reservoirs communicating with at least another one of the plurality of reservoirs;
  - a plurality of connectors disposed between select reservoirs from the plurality of reservoirs to indicate communication between the select reservoirs of the plurality of reservoirs, each of the connectors having a prominence corresponding to a level of the communication between the select reservoirs;
  - a plurality of net flow indicators to identify a net flow between the select reservoirs of the plurality of reservoirs; and
  - a plurality of outflow indicators to indicate an amount of traffic between the select reservoirs of the plurality of reservoirs.
2. The graphical representation of claim 1 wherein the plurality of reservoirs are selected from a group comprising web sites, subsections of a web site, directories, subdirectories, stores, airports, runways, banks, highways, and predefined content groups.
3. The graphical representation of claim 1 wherein the plurality of connectors are selected from a group comprising solid lines, dotted lines, and combinations thereof.
4. The graphical representation of claim 1 wherein the plurality of net flow indicators are arrows.

5. The graphical representation of claim 4 wherein the arrows are one or more of shaded and colored arrows.
6. The graphical representation of claim 1 wherein the prominence is illustrated by an item selected from a group comprising thickness, color, shapes, and combinations thereof.
7. The graphical representation of claim 1 wherein the level of communication is determined by a total amount of traffic between corresponding reservoirs.
8. The graphical representation of claim 1 wherein each of the plurality of reservoirs is sized based on a total traffic handled by that reservoir.
9. The graphical representation of claim 1 wherein each of the plurality of reservoirs has a different color or shape to identify whether that reservoir is one of an importer reservoir, exporter reservoir, and neutral reservoir.
10. The graphical representation of claim 1 wherein each of the plurality of outflow indicators includes a directional indicator and a value indicator, wherein the value indicator identifies a level of traffic in a single direction.
11. A method of generating a graphical representation of interaction between a plurality of reservoirs comprising:
  - determining a number of referrals to each of the plurality of reservoirs from the remaining plurality of reservoirs;
  - determining a total traffic handled by each of the plurality of reservoirs;
  - determining reservoir types and representing each of the plurality of the

reservoirs accordingly;

determining a relative size of each of plurality of reservoirs;  
connecting select reservoirs from the plurality of reservoirs;  
providing a plurality of net flow indicators between the select reservoirs;

and

providing a plurality of outflow indicators between the select reservoirs.

12. The method of claim 11 wherein the reservoir types are selected from a group

comprising importer, exporter, and neutral.

13. The method of claim 11 wherein the select reservoirs are connected with a plurality of

connectors having a relative prominence corresponding to an amount of traffic

between each pair of the select reservoirs.

14. The method of claim 13 wherein the relative prominence is illustrated by an item

selected from a group comprising thickness, color, shapes, and combinations thereof.

15. The method of claim 13 wherein the plurality of connectors are selected from a group

comprising solid lines, dotted lines, and combinations thereof.

16. The method of claim 11 wherein the relative size of each of the plurality of reservoirs

is determined based on the total traffic handled by that reservoir.

17. The method of claim 11 wherein the select reservoirs communicate with each other.

18. The method of claim 11 wherein the plurality of reservoirs are selected from a group comprising web sites, subsections of a web site, directories, subdirectories, stores, airports, runways, banks, highways, and predefined content groups.
19. The method of claim 11 wherein the plurality of net flow indicators are arrows.
20. The method of claim 11 wherein each of the plurality of outflow indicators includes a directional indicator and a value indicator, wherein the value indicator identifies a level of traffic in a single direction.
21. A method of generating a graphical representation of interaction between reservoirs comprising:
- providing a plurality of reservoirs, each of the plurality reservoirs communicating with at least another one of the plurality of reservoirs;
- providing a plurality of connectors disposed between select reservoirs from the plurality of reservoirs to indicate communication between the select reservoirs of the plurality of reservoirs, each of the connectors having a prominence corresponding to a level of the communication between the select reservoirs;
- providing a plurality of net flow indicators to identify a net flow between the select reservoirs of the plurality of reservoirs; and
- providing a plurality of outflow indicators to indicate an amount of traffic between the select reservoirs of the plurality of reservoirs.
22. The method of claim 21 wherein the plurality of reservoirs are selected from a group comprising web sites, subsections of a web site, directories, subdirectories, stores, airports, runways, banks, highways, and predefined content groups.

23. The method of claim 21 wherein the plurality of connectors are selected from a group comprising solid lines, dotted lines, and combinations thereof.
  24. The method of claim 21 wherein the plurality of net flow indicators are arrows.
  25. The method of claim 21 wherein the arrows are one or more of shaded and colored arrows.
  26. The method of claim 21 wherein the prominence is illustrated by an item selected from a group comprising thickness, color, shapes, and combinations thereof.
  27. The method of claim 21 wherein the level of communication is determined by a total amount of traffic between corresponding reservoirs.
  28. The method of claim 21 wherein each of the plurality of reservoirs is sized based on a total traffic handled by that reservoir.
  29. The method of claim 21 wherein each of the plurality of reservoirs has a different color or shape to identify whether that reservoir is one of an importer reservoir, exporter reservoir, and neutral reservoir.
  30. The method of claim 21 wherein each of the plurality of outflow indicators includes a directional indicator and a value indicator, wherein the value indicator identifies a level of traffic in a single direction.
31. An article of manufacture comprising:  
a machine readable medium that provides instructions that, if executed by a machine, will cause the machine to perform operations including:

providing a plurality of reservoirs, each of the plurality reservoirs communicating with at least another one of the plurality of reservoirs;

providing a plurality of connectors disposed between select reservoirs from the plurality of reservoirs to indicate communication between the select reservoirs of the plurality of reservoirs, each of the connectors having a prominence corresponding to a level of the communication between the select reservoirs;

providing a plurality of net flow indicators to identify a net flow between the select reservoirs of the plurality of reservoirs; and

providing a plurality of outflow indicators to indicate an amount of traffic between the select reservoirs of the plurality of reservoirs.

32. The article of claim 31 wherein the plurality of reservoirs are selected from a group comprising web sites, subsections of a web site, directories, subdirectories, stores, airports, runways, banks, highways, and predefined content groups.
33. The article of claim 31 wherein the prominence is illustrated by an item selected from a group comprising thickness, color, shapes, and combinations thereof.

34. A computer system comprising:
  - a central processing unit (CPU);
  - a storage device coupled to the CPU to store:
    - a machine readable medium that provides instructions that, if executed by a machine, will cause the machine to perform operations including:

providing a plurality of reservoirs, each of the plurality reservoirs communicating with at least another one of the plurality of reservoirs;

providing a plurality of connectors disposed between select reservoirs from the plurality of reservoirs to indicate communication between the select reservoirs of the plurality of reservoirs, each of the connectors having a prominence corresponding to a level of the communication between the select reservoirs;

providing a plurality of net flow indicators to identify a net flow between the select reservoirs of the plurality of reservoirs; and

providing a plurality of outflow indicators to indicate an amount of traffic between the select reservoirs of the plurality of reservoirs.

35. The computer system of claim 34 wherein the storage device is selected from a group comprising floppy diskette, hard disk, optical disk, compact disc-read only memory (CD-ROM), magneto-optical disk, read-only memory (ROM), random-access memory (RAM), erasable programmable ROM (EPROM), electrically EPROM (EEPROM), magnetic or optical card, and flash memory.

36. The computer system of claim 34 wherein the CPU is selected from a group comprising a complex instruction set computer (CISC) microprocessor, a reduced instruction set computing (RISC) microprocessor, a very long instruction word (VLIW) microprocessor, and a processor implementing a combination of instruction sets.